



Economic Development Subcommittee Meeting Minutes

Attendees:

- **Present:** Givvel Marrero, Javier Torrijos, Steve Rodriguez, Dawn Pickett, Mary Dupont, James Provo, Marcella Saborio, Maria Freudenthal, Edwin Perez
- **Present on Phone:** None
- **Absent:** Michelle Morin, Marcelo Morinigo, Carlos Cotto, Carlos Delosramos, Kathy McGuinness, Ken Anderson, Julie Rhoades, Theodore Mermigos, Bonita Egerson, Jose Somalo, Sonia Aguilar, Patricia Rivera, Charito Calvachi-Mateyko, Lillie Crawford, Shannon Reed, Robert O'Brien, Ramon Ceballos
- **Public Present in Room:** None
- **Public Present on the Phone:** None

Meeting Opened:

- Meeting called to order by Givvel Marrero, Economic Subcommittee Chair, on Tuesday, March 13, 2018, at 9:31am

Prior Meeting Minutes:

- N/A (not discussed)

Administrative Tasks:

- Givvel Marrero mentioned that he had invited two new members to attend the meeting. They were not present, but are expected to participate in future meetings.
- Givvel requested support for either taking over meeting or someone to handle minutes and other administrative needs. Marcella Saborio explained that work obligations kept her away from previous meetings, but will be able to provide administrative support moving forward.



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\$tand By Me Negocios Pilot Program Update:

- Upcoming Networking Event:
 - Javier Torrijos advised committee that the next networking meeting for \$tand By Me Negocios was March 27, 2018. Javier will be one of the speakers. Also speaking will be representatives from a small community development/financial firm called Finanta.
 - Javier and Mary Dupont mentioned that Finanta will be talking about small business loans for those who even have ITINs.
 - Steven Rodriguez asked questions about the firm and program for ITINs.
 - Javier mentioned about previous issue with home loan program lenders. We want to make sure that Finanta offers a credible and trustworthy program. Also, need to confirm that federal money can go to undocumented people.
 - Mary mentioned another loan fund in Texas; however, expressed concern that some out-of-state lenders are not always dependable. Many members of Committee concurred.
 - Steven Rodriguez offered to send Mary questions to test legitimacy of firm.
 - Mary mentioned that the main topics we need to provide support on are: business, mortgages, lending circles credit restoration.
- Program Status Update:
 - Maria Freudenthal provided a status update on program. She mentioned that there are currently 18 business owners enrolled (worksheet of enrollees distributed during meeting). She has met and started coaching businesses that have different levels of experience, knowledge and points of development.
 - Maria went over the various reasons that owners are starting their businesses:
 - Mistreated in current positions
 - Wanting financial independence
 - Creating a path for success
 - Maria also discussed challenges business owners are facing:
 - Limited education
 - Not knowing how to do it
 - Budget
 - Deflated about amount of time it takes to establish/process
 - Making expectations realistic
 - Javier asked about coaching sessions process. Maria responded that the business owners were falling into two categories: Basic and advanced. With those falling in advanced needing approximately 2-3 coaching sessions and those in basic requiring much more.



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- There was a question whether Maria would be willing to work with former offenders. Maria responded she would.
- Javier mentioned about pilot classes – 6 week course – that would teach basics.
- Dawn Pickett asked if anyone was giving up. Maria responded that only person has stopped because they felt too lost. All other clients are motivated.
- Mary mentioned that they had met with Denita Thomas from SBDC. She discussed about 3-part workshops offered in each county.
- Maria mentioned specific needs to address: Accounting program Quickbooks and helping in translation (specifically on marketing materials). Javier mentioned that he has seen an issue with poorly translated material that deliver the opposite intended message.
- Maria went over list of enrollees. Mentioned that one firm is into construction/flipping homes. Maria was asked about how they are funding. She responded that they are self-funding first house through savings pooled by a partnership of 3 people. Member advised on a program called 2 Fish Home which hires students where you provide training and they do labor to learn/gain experience.
- Mary mentioned that Maria is very busy with multiple appointments each day. Mary is happy with all the activity all over the state.
- Javier mentioned that he would like to present to Governor's office status update.
- Dawn Pickett mentioned that the DOL can offer office and conference room space for free to enrollees.

Summit:

- Javier spoke about the upcoming Summit scheduled for October 30th. There is a planning meeting being held every Monday at 8am. Everyone who wants to help is welcomed. The theme is Empowerment Through Action. Translators will be available on-site.
- Javier reviewed the main topics for the conference:
 - English Learners:
 - Work on State funding...currently each District has their own.
 - Mary mentioned that college workshop series in Seaford there were two students who did not speak English. Students were assigned to help translate which is an issue because it impact their own experience.
 - Javier mentioned that equity funding for State needs to be developed.
 - Negocios:
 - Javier discussed need to highlight program and drive economic growth



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- Summit will have a dedicated marketplace. Mary mentioned that through Negocios they should be able to get 25 businesses to participate.
- Political Drive – Vote
 - Javier mentioned need to raise awareness of Hispanic issues.
- Javier provided additional details, including:
 - Target: professional leaders of the community; state agencies; Anyone servicing community
 - Expecting over 500 attendees.
 - Breakfast and lunch will be served
 - Date/Time: October 30th 8am to 2pm.
 - Breakout Sessions: two additional breakout sessions will be conducted that include Youth leadership and Women's empowerment.
 - Panel discussions will be 45 minutes each and breakouts will be 30 minutes
 - There will also be a Marketplace for business to promote themselves.
- Givvel asked what help is needed from the sub-committee:
 - Mary mentioned that she and Maria can handle the \$tand by Me Negocios portion without needing support.
 - Marketplace:
 - Will need help with signage and vendor areas. Javier can provide signage he has existing.
 - Agenda:
 - General Opening:
 - Discuss mission of DHC
 - Introduce Commissioners
 - Discuss what is happening
 - Discuss the Why for the Summit
 - Negocios Session:
 - Committee discussed various approaches. Committee agreed on Mary's approach of focusing on Public Policy.
 - Mary suggested focusing on how each county has evolved its view on Hispanic small business...how Hispanic small businesses helped towns like Georgetown evolve. How Latinos are fueling economy.
 - Issues should be discussed last ..what needs to be done. Various ways to draw on the issues were discussed, including reaching out to registrants which may not be feasible since many wait to last minute.
 - Potential Speakers:
 - Georgetown Town Manager (5 minutes) – how Guatemalans changed the town for better
 - Finanta



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- New Castle County (Matt Meagers (sp??))
- Delaware Prosperity Partnership (DPP) CEO Bobby Herrera (co-founder of The Mill Space)
- Ken Anderson/Diane – Downtown Incentives/Popups
- Additional Items:
 - Latina Women Empowerment Network (late April Session)
 - Mary requested distribution of flyers for upcoming Negocios event.
 - Edwin Perez provided overview of various programs around State (full listing to distributed separately).

Meeting Closed:

- Givvel Marrero closed the meeting at 11:25am. Next meeting will be held on Tuesday, April 10, 2018 at 9:30am in the DELDOT Dover office.